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**Marine Wildlife Awareness Accreditation Scheme Online Training 2024**

Review of Scheme format and online hosting platform.

**Invitation to Tender - brief for potential contractors**

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# Marine Wildlife Awareness Accreditation Scheme Online Training

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## Background

The North Devon UNESCO Biosphere is a place where people and nature come together to create a positive future. As such, it is important to support individuals and businesses in their understanding of, engagement with, and protection of the local environment.

The **Marine Wildlife Awareness Accreditation Scheme** offers individuals and businesses the opportunity to undertake training in responsible marine stewardship. Upon successful completion of the training, participants receive a certificate and accreditation sticker. They must renew each year but taking a brief assessment, but are encouraged to retake the training each year. Many of the participants operate wildlife watching or marine based activity tours during the high season. Having an accreditation is not only a benefit to the marine environment, but also demonstrates to potential customers their values and merits. The training required to obtain the Accreditation can be done in person once a year or online at any time as a self-paced course. Typically, the in person training is held in early spring (~March). Administration, communications, and delivery (of the online training only) will be reviewed and revised this year.

The goal of this contract is to scope out, develop, and transfer materials to a new online hosting platform for the online training course options. The training materials already exist (currently hosted on Google Classroom), but will likely need their structure refined to match the requirements of a new hosting platform and update their style.

Additionally, the UNESCO Biosphere is centred around a connected approach. Therefore, all marine related communications must also align with broader UNESCO Biosphere communications and branding.

## Specification

**Title: Online Training Platform – Marine Wildlife Awareness Accreditation Scheme**

### **1 OVERALL OBJECTIVE**

To update, reformat, and transfer Marine Wildlife Awareness Accreditation Scheme course materials to a suited hosting system.

### **2 SPECIFIC OBJECTIVES**

1. Identify a user-friendly, customisable hosting platform for the Marine Wildlife Awareness Accreditation Scheme's online, self-paced, training
2. Tailor the user interface and user experience on the new hosting platform to the needs of the UNESCO Biosphere's training offering
3. Update the look and structure of the training materials to meet the needs of the new hosting platform and to match the branding of the UNESCO Biosphere
4. Set out an administration guide for maintaining the new hosting platform
5. Transfer training materials into the new platform
6. Launch the training course on the new platform

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## Contractual arrangements

The contract for this work will be with the North Devon Biosphere Foundation (NDBF), as lead body for the project.

Contracts for the work will be drafted. It is important to note at this stage that contracts will include:

- Agreement to provide all information secured through the contract to the (NDBF)
- Agreement that all intellectual rights will be held by the North Devon Biosphere Foundation
- Agreement that the contractor will be bound by the General Data Protection Regulation 2018 and relevant employment law
- Agreement that the contractor will provide Public Liability Insurance for the contract.

## Set-up and monitoring

There will be 1 initiation meeting with the UNESCO Biosphere Marine Project Coordinator and partners. The initiation meeting with the contractor will be held to clarify the online training needs and serve as a briefing meeting for the successful contractor. The contractor will be expected to present their recommended hosting platform options during this initiation meeting.

The contractor will be expected to present any external materials required to undertake their proposed methodology as outlined in their proposal. Regular a review schedule will be arranged for the duration of the contract.

The contractor should take a participatory approach to their methodology.

We encourage sharing of data and materials from the work of the contractor to be shared with partners to improve targeting in the future and to record impact. It is expected that the contractor will have their own monitoring and evaluation (M&E) framework to assess the impact of their work. This should be proportionate to the contracted deliverables and reporting on M&E should be included in the final report.

## Milestones and reporting

Applications are invited to undertake the above work by contract for the period February to April 2024. This will include an inception meeting, regular monitoring meetings/performance reviews and correspondence with local Project Manager. **All work must be completed by no later than 30 April 2024.**

See Table 1 below for milestone and deliverable target dates.

A final report is required and must provide:

- Overview of the activities completed
- Limitations and challenges faced throughout the project
- Overall assessment of impact of the project and effectiveness of methods used
- Recommendations for next steps and further actions to progress this work.

## Guidelines for tendering

Tenders will be assessed against the following criteria:

- Skills/knowledge of proposed deliverers in target geographical areas\* – 50%
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# Marine Wildlife Awareness Accreditation Scheme Online Training

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- Value for Money – 30%
- Capacity to deliver – 10%
- Proposed approach to delivery – 10%

\*Evaluation will be based on an assessment of the CVs held for proposed deliverers specified for each priority area (plus any supplementary information on these individuals contained in tender bids) against the skills/knowledge requirements for the contract (as set out in this specification).

Please note we are not obliged to accept the lowest tender, or any. The contract may be awarded to single or broken down to multiple suppliers.

To submit a tender please provide a *fee* with:

- A brief outline methodology
- CVs of all personnel to be involved in the delivery of the contract - demonstrating the relevant skills, knowledge and experience to make it a success.

## Target fee:

The available budget for this contract, per key objective, is listed in Table 1, total maximum target fee is **£1,500**.

The NDBR is not VAT registered, therefore please provide all budget information inclusive of VAT. Reimbursements for travel expenses and all other costs should be included within the above figure.

The project needs to commence in early March 2024 so we request tenders are sent electronically to [chloe.nunn@devon.gov.uk](mailto:chloe.nunn@devon.gov.uk) **no later than 5pm on Tuesday March 5<sup>th</sup> 2024**.

For all queries please contact:  
Chloe Nunn  
North Devon UNESCO Biosphere  
07519 038793  
[chloe.nunn@devon.gov.uk](mailto:chloe.nunn@devon.gov.uk)

# Marine Wildlife Awareness Accreditation Scheme Online Training

**Table 1 – Programme objectives: delivery and fee targets**

Obj	Task description	Details	Expected Timescale		Target fee
			Start Date	End Date	£
1	Hosting platform selection	Identify up to three hosting platform options to recommend to the UNESCO Biosphere team. These should be cost effective, but the UNESCO Biosphere team will manage procurement for the platform itself.	Early Mar 24	Early Mar 24	£100
2	UI/UX Development	Tailor the hosting platform to meet the needs of the training course, based on consistent UNESCO Biosphere marine branding. The contractor may need to work collaboratively with other delivery partners for consistent branding.	Early Mar 24	Mid Mar 24	£400
3	Branding of materials	Update the look and structure of the training materials to meet the needs of the new hosting platform and to match the branding of the UNESCO Biosphere	Mid Mar 24	Late Mar 24	£300
4	Administration guide	Set out an administration guide for maintaining the new hosting platform in collaboration with the training course administration team.	Late Mar 24	Early Apr 24	£250
5 & 6	Content transfer & Launch	Transfer materials into new hosting platform and ensure everything is set up to launch the course to new participants.	Early Apr 24	Mid Apr 24	£250
<b>Total Fee</b>					<b>£1,500</b>